

**City of Culver City, California
Agenda Item Report**

Meeting Date: 10/28/2013		Item Number: <u>A-3</u>	
CITY COUNCIL AGENDA ITEM: (1) Consideration of the Recognition of a Business District Organization and (2) Sponsorship of Cooperative Economic Development and Marketing Programs for the Area along Sepulveda Boulevard from Culver Boulevard to Franklin Avenue - "Culver Village"			
Contact Person/Dept.: Elaine Warner/CDD Todd Tipton/CDD		Phone Number: (310) 253-5777 (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☐ Date: _____			
Public Notification: (E-Mail) Meetings and Agendas – City Council (10/22/13)			
Department Approval: Sol Blumenfeld (10/22/13)		City Attorney Approval: Carol Schwab (by H. Baker) (10/22/13)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/22/13)		City Manager Approval: John M. Nachbar (10/22/13)	
<u>RECOMMENDATION</u> Staff recommends the City Council (1) recognize the organization of property and business owners along Sepulveda Boulevard (Culver Boulevard to Franklin Avenue) as "Culver Village", and (2) approve sponsorship of cooperative economic development and marketing programs for the area through in-kind city services. <u>BACKGROUND</u> In 2011, the Former Culver City Redevelopment Agency (former CCRA), funded streetscape improvements along Sepulveda Boulevard between Culver Boulevard and the City boundary near Franklin Avenue. The improvements consisted of the installation of canopy trees, in-ground planters, benches and sidewalk paving to improve the pedestrian environment (Attachment 1). The City has recently followed up with assistance in organizing a branding and marketing program including street banners and area events and formation of a business association that can continue to define and promote the area. <u>DISCUSSION</u> Economic Development staff and the Chamber of Commerce have met four times with interested owners to discuss both short and long term area marketing strategies. "Culver Village" was recently selected by area stakeholders as the district name which includes restaurants, retail, client services, and entertainment uses.¹			

City of Culver City, California
Agenda Item Report

City Sponsorship

To be categorized as a “sponsored” event by the City, an event or activity must meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination thereof. The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, pursuant to City Council Policy, in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

If approved by the City Council, the City would be participating in an official capacity in the planning, preparation or promotion of the economic development and marketing activities for the area; and (b) contributing at least \$1,000 or 25% of the total estimated costs in the form of staff time.

FISCAL ANALYSIS

There is no direct financial impact in recognizing the organization of property and business owners in the proposed district. The organization would work in partnership with Economic Development staff to implement marketing efforts and enhance the proposed District. Work in the District is shown as part of the Economic Development Division's Work Plan approved in the City Council Adopted Budget for Fiscal Year 2013/2014. These programs will be funded voluntarily by the members of the proposed District, and the City will provide in-kind support on an as-needed basis. Eventually a more formal District organization may be created eliminating the need for the City's in-kind support.

ATTACHMENTS

- Attachment 1 – Streetscape Improvements along Sepulveda
- Attachment 2 – Halloween Candy Crawl
- Attachment 3 – Petition/Letters from Property and Business Owners in the Culver Village

MOTION

That the City Council:

City of Culver City, California
Agenda Item Report

1. Recognize the organization of property and business owners as “Culver Village”; and,
2. Determine the City is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing (in the form of in-kind staff support) an amount that is at least \$1,000; and,
3. Authorize the City Manager to approve future cooperative economic development and marketing activities for the area through in-kind services in the form of staff time (subject to availability of such time).

NOTES:

1. Other marketing efforts discussed include the development of a banner program that will define the district boundaries and promote the identity of Culver Village and development of a district map that highlights the unique shops, services, and restaurants in the area.